



Dec 1st, 2013

Dear Supervisors

Ron Mikulaco
Brian Veerkamp
Norma Santiago
Ron Briggs
Ray Nutting
and El Dorado Economic Development team:

On behalf of the Sustainable Tahoe Board Members and the rest of the volunteer staff,
we **THANK YOU** for supporting the **2013 Tahoe Geotourism Expo!**

Your \$10,000 grant funding helped set the foundation for this annual event to flourish as a major asset to our tourism development in Lake Tahoe, year after year. The Tahoe Expo is in service to both the regional and federal directives, that support economic development to preserve a destination long into the future. The **2010 Prosperity Plan** and **2008 MOU between National Geographic and Department of the Interior** both prescribe a geotourism economy.

Sustainable Tahoe's mission supports this by connecting, promoting and showcasing efforts by: .ORG (non-profits) .COM (business) and .GOV (agencies and schools) who lead-by-example in sustainability. Following the 12 geotourism principles, we use the TriNomic™ collaborative model to ensure individual goals aligned around a common objective are both served, so everyone wins!

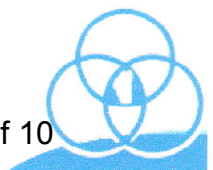
The third year of the Geotourism Expo revealed some insights worth noting.

- 1) People want to learn about heritage and wildlife (activities that received the most attendance).
- 2) Having a central event activity with additional opportunities, increases geotourism fluency.
- 3) Involving people in monitoring and restoration activities, inspires stewardship and local pride.

Thank you again for supporting this demonstration of economic prosperity that includes water clarity!

To the land, water and air we all share,

Jacquie Chandler
Executive Director Sustainable Tahoe
jchandler@sustaintahoe.org
775 287-3982



lake tahoe

Sept. 5-11, 2013

action



Tahoe Expo

highlights Lake Tahoe's rarity



Dog-friendly spots



Labor Day photos



Tour de Tahoe

Tahoe Expo = Fun, Meaningful, Low-Carbon Adventures

(Geotourism showcase)

Visitors...get connected to the 8 Worlds of Tahoe in a way that inspire stewardship!

"My husband and I really enjoyed the guides and all that we learned about the area. We are already thinking about taking our canoe down the river either this fall or in higher water in the spring to further explore the area." Sandy & Gus Hall, from Tahoe City



.COM...get visitors who stay longer, return sooner, and share adventures that build 4-seasons of revenue!

"We learned about the catch and release program in the Tahoe Basin. Also the fundamentals of fly fishing. I had a fly rod and reel and now my wife is hooked – we'll be back!"

.ORG... get new champions, supporters and members!

"The Tahoe Expo Geotours bring people who are interested in learning about and experiencing Tahoe together, many of which want to give back to Tahoe as well. Two of the seven people who participated in the Pipe Cruise have joined Pipe Keepers with the League and are now helping to collect important information on storm water that is draining into Lake Tahoe!"
Jesse Patterson, Geotour guide from League to Save Lake Tahoe

.GOV... get educated residents and visitors seeking to protect the place they live and play!

"This was our first visit to Lake Tahoe, and we were glad we experienced it the "right" way. The Geotour opened our eyes to birds we never encountered before and bear tracks we would never have spotted on our own, and it made us aware of the nature and importance of conservation efforts." Jens and Jenny Happe, New Westminster, B.C.



Guided wildlife hikes create understanding that inspires stewardship



Expo participants learn how marsh and meadows support water clarity

The **2013 Tahoe Geotourism Expo** provided a region-wide showcase of geotourism activities that connected people, as stewards, to the **"8 Worlds of Tahoe"** (sky, water, plant, land, wildlife, community, culture and heritage).

Over 500 participants enjoyed the diversity of guided geotourism adventure tracks, we call "GeoTracks" (or just Tracks) hosted Saturday Sept 7th and Sunday Sept 8.

25 GeoTracks were set up from South Lake to Independence Lake and Reno – connecting the watershed. Seven tracks launched from the Center Stage Showcase at Lakeview Commons in South Lake Tahoe, along with other activities happening throughout the day. Mark Twain opened the stage followed by a Washoe ceremony at the water's edge, round dance, music, historical enactments, variety of eco-demonstrations, a baby wild mustang, and crafting, story-telling and local wares for sale.

The **'West Shore Transit' Track** demonstrated a car-free adventure of bus, bike, hike, heritage and boat. Co-lead by Micah Grossman-Christ's, participants were amazed at how easy it was to travel without a car. One member of the tour noted that she plans to keep the car parked in the future, and take advantage of bike paths and public transportation.



Art George, a Washoe Datohmu, lead a ceremony and prayer dance on the beach



Expo participants enjoy taking their bikes on the North Lake Tahoe Water Taxi back to Tahoe City.



"Echo Sky" Paiute drummers from Pyramid Lake inspired the crowd with native rhythms



Sarah Winnemucca historical enactment.

| .COM (Business) | |
|--------------------------|---------------------|
| NAME | ROLE |
| Bike The West | Sponsor |
| Darin Talbot | MC Musician |
| Farmer's Insurance | Sponsor |
| Kayak Tahoe | Host/Sponsor |
| Lake Tahoe Yoga | Geo Guide |
| Lakeside Inn | Host |
| Matt Heron Fly Fishing | Guide/Host |
| Mellow Fellow | Beer/Wine |
| Olympic Bikes | Host/Sponsor |
| Ormat | Sponsor |
| Petego Biles | Host/Sponsor |
| Reno Tahoe Limo | Transportation |
| Sand Harbor Water Sports | Host/Sponsor |
| Shoreline Bike Shop | Sponsor |
| South Tahoe SUP | Equipment |
| Tahoe City Kayak | Guide |
| Tahoe Flume Trail | Guide/Host |
| Tahoe Fly Fishing | Geo Guide/Equipment |
| Talbot Images | Geo Guide |
| Tom Riek | Musician |
| Tree Top Adventure Park | Guide/Host |
| Tyler Matthew Smith | Musician |
| Wai Sup | Host/Sponsor |
| Yoga Sol-Carson | Geo Guide |

53 NGO's, Agencies and Businesses collaborated to: host, guide, support, entertain and/or sponsor the 2013 Tahoe Expo.

| .GOV (Agencies/Edu) | |
|---|---------------|
| NAME | ROLE |
| City of South Lake | Sponsor |
| EDC Economic Development | Sponsor |
| El Dorado County | Sponsors |
| Lakota Swix | Ceremony |
| Nevada State Parks | Sponsor |
| Paiute | Music |
| South Tahoe PUD | Guides |
| Tahoe Regional Planning Agency (TRPA) | Sponsor |
| Tahoe Resource Conservation District (TRCD) | Guide/Sponsor |
| TERC | Host/Guide |
| Washoe People | Host/Guide |

| .ORG (Non-Profit NGO's) | |
|---|-----------------------|
| NAME | ROLE |
| Ghost of Mark Twain | Entertainment |
| Guzzled | Sponsor (Graphics) |
| Hidden Valley Wild Horse Protection Fund | Host/Guides |
| Incline Village Crystal Bay Historical Society IVCBHS | Sponsor |
| Lake Tahoe History Museum | Host/Guides |
| Lake Tahoe Markets | Sponsor/Food |
| League to Save the Lake | Geo Guides |
| Maritime Museum | Sponsor/Host |
| Natures Conservancy | Geo Guides |
| Reno Earth Day | Sponsor/ Volunteer PR |
| SIGBA | Host/Guides |
| Tahoe Environmental Research Center | Guide/Host |
| Tahoe Food | Host |
| Tahoe Food Hub | Geo Guides |
| Tahoe Institute National Science | Host/Guides |
| Tahoe Water Suppliers Association | Sponsor |
| Trails & Vistas | Host/Guides |
| TTMA Tahoe Transit Management Association | Host |



STATS and FEEDBACK (from 15 surveys)

How did your GeoTrack go?

- All Guides felt their activity or adventure went smoothly.
- Most would have preferred additional participants.

Would you lead a GeoTrack next year?

- All Guides said, “yes”, they would like to lead one again.

Any feedback for improvement?

- 1) Increase promotion, get the word out sooner, and saturate the media.
- 2) Some guides would prefer smaller groups and the ability to charge more
- 3) Many would like to be included in the marketing efforts earlier

Where were participants from?

- Tahoe, Meyers, Reno, Placerville, Auburn, Sacramento, Bay Area, LA, Europe

Age range of participants:

- 20 to 70 years old.

Participant satisfaction:

- All Guides reported positive to very excited response.
- No negative feedback on the adventures or experience.
- Some wished they had known about the Expo earlier.
- Some returning Expo participants were excited to try a different GeoTrack this year.

Additional feedback and reflection

Al Tahoe Heritage Hike

“After the tour I received many positives responses and no negative responses.”

David Borges, GeoGuide Al Tahoe Heritage Hike

Mustangs in the Meadow

“Our bus driver was so interested in what we were doing it was a tour for him as well. It was really quite a wonderful day. We thank Sustainable Tahoe for bringing us into this wonderful adventure!” Kelly Hyatt, Mustang GeoGuide Reno

The success of the Expo is dependent on the community’s involvement to sponsor, host, guide and support. This year the active partnerships increased the momentum: Sponsor funding, plus active participation from partners like El Dorado County and City of South Lake Community Services modeled the type of partnership necessary for the Expo to become the 4-season economy and brand of Tahoe.

Eldorado County's geotourism assets provided diversified visitor experience. The Lakeview Commons venue was a perfect central location for transportation, and convenient staging for the historical walking tour (one of the more well attended GeoTracks).

Live music attracted people to explore and enjoy free SUP demos, courtesy of WaiSup and ST. The proximity and cooperation of the Lakeview Café, a sponsor who ensured Expo participants could buy food anytime throughout the event. Tahoe Water Suppliers ensured we had a zero waste event and both the Washoe and Paiutes return to the lake as the original guardians or stewards provided another significant and important model of stewardship.

Suggestions to Improve 2014 Tahoe Expo:

- More promotion/advertising around the Lake Tahoe, Reno, Truckee and Bay area.
- Have the Expo take place in mid-August to better engage more visitors in geotourism.
- Have GeoTracks run on a different day than Center Stage showcase, so more people can participate in both the Center stage + GeoTracks.
- On Saturday GeoGuides can explain their Track so people sign up for a Sunday experience.
- Less vending, more connecting with 8 Worlds of Tahoe.

“My favorite part of the Tahoe Expo was having the Washoe Indians on the center stage. I thought it was very important to have people connect back to the culture that is Lake Tahoe. Not many people get to experience that first hand.”

Marina McCoy

Intern Marina McCoy stretches to the sunset ending the showcase



Avian Bird Walk connected visitors with Tahoe's local winged wildlife



Growing Dome GeoTrack surprises visitors with how much food can be grown in an Alpine area



Baby horse "Mira" helps the crowd understand the gardening role Wild Mustang Horses play in keeping water levels intact in deserts.



Ghost of Mark Twain honored the Washoe for their 10,000 years of stewardship in Tahoe

- Marketing - \$21,134.00
- Event Planning - \$50,349.00
- Onsite Operations - \$1,358.00
- Native Involvement - \$2,100.00
- GeoTracks - \$643.00
- Merchandise - \$2,060.00
- **Grand total - \$77,844.00**

El Dorado County \$10K Grant funding was put into marketing the Expo, resulting in:

- Significantly boosting social media following for 2013 & future year events in Lake Tahoe.
- Boosting our email list to make future events more successful.
- Deepening relationships with strategic partners to help reduce costs in future years.
- An amazing experience for both Geotour & center stage attendees, that put El Dorado county on the map as a major leader in Geotourism.

| | | |
|----------------------------|---------------------|--|
| Advertising | \$ 1,000.00 | Radio and print |
| Bike Valet and Beer Garden | \$ 450.00 | bike valet & beer garden fencing |
| Event Insurance | \$ 71.93 | Event Insurance |
| Event Security | \$ 381.50 | Event Security Guards |
| GeoTrack Shuttles | \$ 426.00 | Water, bike and bus transit for various tracks |
| Merchandise | \$ 2,259.62 | Expo T-shirts, bandanas, water bottles |
| Misc Supplies | \$ 363.91 | raffle tickets, tape, cooler, rope, flip charts, badges, markers |
| Native Culture | \$ 2,100.00 | Washoe and Paiute culture plus transport |
| Parking | \$ 90.00 | Parking Passes for center stage hosts |
| Permits | \$ 177.00 | Event Permit |
| Program | \$ 1,279.95 | Inserted event program guide |
| Promotional Materials | \$ 634.87 | Expo rack cards and event posters |
| Signage | \$ 429.67 | Signage for each Track |
| Social Media | \$ 390.00 | Online promotion, contests and ads |
| Talent fees | \$ 825.00 | MC and musician fees |
| Total | \$ 10,879.45 | |

Students work with Sustainable Tahoe at Annual Tahoe Expo

BY DREW FISHER
Staff Reporter

Through internships and service learning, Sierra Nevada College students are involved in a local nonprofit organization called Sustainable Tahoe, whose goal is to shift Tahoe's outdated tourism model to one that connects visitors with Lake Tahoe and inspires a passion to interact with the lake in a sustainable way.

"I knew that I wanted to volunteer with some sort of organization or group that was doing something to help the environment and change people's current mentality with our over use and abuse of the world we live in," said Micah Grossman-Christ, a junior studying Sustainability.

Grossman-Christ found Sustainable Tahoe a year ago when one of his classes informed him about the Tahoe Expo, an annual event put on by Sustainable Tahoe. One year later, Grossman-Christ was looking for an organization to volunteer his time for Service Learning, a course re-

quired for all Interdisciplinary students.

"Service learning gave me an opportunity to volunteer and help contribute to these events with Sustainable Tahoe," said Grossman-Christ.

On Sept. 7-8, Grossman-Christ was at the Tahoe Expo volunteering his time to help guide the West Shore Transit geotourism track.

Grossman-Christ helped lead a day of exploring the West Shore of Tahoe using alternative transportation. Participants biked six miles down the West Shore, hiked two miles to Eagle Rock, and returned to Tahoe City via water taxi with bikes on board.

"Hiking up to Eagle Rock we were able to see astounding views of the surrounding area," said Grossman-Christ. "We stopped off at the Tahoe Maritime Museum which had very old classic boats and very cool footage of early boat racing on Lake Tahoe."

Sophomore Marina McCoy is also volunteering with Sustainable Tahoe. Over

the summer, McCoy responded to a Facebook post that said Sustainable Tahoe was looking for interns. She responded with a cover letter and resumé right away, and Sustainable Tahoe called her the next day.

"When I went into the office for the first time, it was just supposed to be a quick meeting, but I ended up staying and talking for four hours," said McCoy.

Ever since then, McCoy played an integral role in planning the Tahoe Expo, from website duties to volunteer recruiting and promoting.

"Everyone at Sustainable Tahoe has truly inspired me to make a difference," said McCoy. "They've inspired me, and I try to inspire others."

According to McCoy, there was a great turnout for the Tahoe Expo, but inspiring and educating each individual is Sustainable Tahoe's goal for the Expo.

"We are part of the change; we can make a difference as individuals," said McCoy. "I've had friends call to tell me that

I inspired them to start recycling at their house."

On Grossman-Christ's tour of the West Shore, participants were amazed at how easy it was to travel without a car. One member of the tour noted that she plans to keep the car parked in the future, and take advantage of bike paths and public transportation.

"I was able to share the knowledge I have learned at SNC, and the people that attended were very interested and seemed to learn a lot about the local area," said Grossman-Christ.

Next, Grossman-Christ is planning to create his own unique track, a fun activity that also brings people an awareness of the area and how they can implement changes that will be better for the earth.

Now that the Tahoe Expo is over, McCoy is working on a geotourism booklet that will be available at local hotels and businesses to promote less impactful tourism at Lake Tahoe.



DREW FISHER

JUNIOR MICAH Grossman-Christ, at far right and fellow Expo participants enjoying the Tahoe Maritime Museum during the West Shore Transit Tour.



COURTESY PHOTO

SENIOR DREW Fisher, second from right, and Micah Grossman-Christ, second from left, take advantage of alternative modes of transportation by riding the North Lake Tahoe Water Taxi back to Tahoe City.

999 Tahoe Boulevard, Incline V

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COURTESY SIMON WILLIAMS

paddling Independence Lake is among the opportunities offered at the 2013 Tahoe Expo.

A SUSTAINABLE FUTURE

Expo looks to spur deeper love of Lake Tahoe and its surrounding natural environment

By Adam Jensen

ajensen@tahoedailytribune.com

The Lake Tahoe region has a seemingly endless variety of recreation, activity and history, and one event this weekend will highlight the lake's uniqueness while encouraging stewardship over the Jewel of the Sierra.

The Tahoe Geotourism Expo, now in

its third year, is centered on experiencing the area while doing no harm. The expo uses the "8 Worlds of Tahoe" — sky, water, plant, land, wildlife, community culture and heritage — to connect people to the lake while also entertaining them.

"The goal of the Tahoe Expo is to build a sustainable and prosperous future for the region by harmonizing tourism with the natural environment," according to

the expo's website. "The Expo features local expertise to welcome and host you to life-changing adventures and the businesses who incorporate sustainability as part of their business model.

"When 'conservation becomes cool' ... 'preservation will become profitable' as visitors have more reasons to stay longer, return sooner and share stories that inspire others to join in the experience," organizers continue. "This will shift Tahoe's tourism industry to a stewardship model

13-0964 2B 10 of 10 EXPO, 8